



MINUTES
GEORGIA LAND CONSERVATION PROGRAM
Second Quarter Council Meeting
June 12, 2013 - 9: 45 AM

Call To Order

After establishing a quorum, the meeting was called to order.

Present at the meeting were: Steve Stancil, Chairman, John Bembry, Brent Dykes, Robert Farris, Mark Williams, and Stacy Patton.

Approval of the Minutes

Chairman Stancil presented minutes from January 10, 2013, Georgia Land Conservation Council meeting for approval. Robert Farris made a motion seconded by Stacy Patton to approve the minutes with one correction on page 2 to add the word 'to' in front of 'over \$25 million'. The motion passed unanimously.

Proposed By-law Change

Andrew Szwak stated that the current by-laws only designates a Chairman. If for any reason Chairman Stancil was not able to attend a meeting, the meeting would have to be canceled. Therefore staff proposes to change the current by-laws Article II Section 4 to read "The State Property Officer shall serve as Chairperson of the Council. The Commissioner of the Department of Natural Resources shall serve as Vice-Chairperson of the Council and shall assume all general powers and duties of the Chairperson in the absence of the State Property Officer". Kevin Clark stated that the by-laws require an amendment to be presented at one meeting and then voted on at the following meeting. The Council will vote on the amendment to the by-laws at the next meeting.

John Bembry asked about the Agriculture Commissioner being added to the Council. Chairman Stancil stated that would require a legislation change. Staff agreed to invite Commissioner Black to the next Council meeting in Atlanta.

GLCP Projects Update

Andrew Szwak stated that the numbers continue to grow through the tax credit program. 323,380 acres have been permanently protected since 2005. Georgia is approximately 5 percent publicly-owned, which is 40th among the other states.

Customer Survey Update

Andrew Szwak stated that a customer service survey was sent out on February 13, 2013 to stakeholders, including representatives from the conservation community, local governments, state agencies and businesses. Overall satisfaction received a 4.3 out of 5.0. Andrew walked the council members through the survey.

Communications Plan Update

Andrew Szwak thanked the council members for their assistance in developing the Communication Plan. The plan will be used to assist staff to conduct outreach activities to achieve specific program and state goals that support land conservation and economic growth. The research used to develop the plan identified three primary messages that should form the core of GLCP's outreach content. New marketing materials will be developed. Three primary audiences were identified: 1) Customers - private and corporate landowners, government grantees and potential loan recipients; 2) Policy-makers – state officials, legislators and voters; 3) Service providers – environmental organizations, conservation professionals and associates.

John Bemby stated that during the last session the Georgia Legacy group was lobbying for funding and wanted to know if it would be appropriate for them to come to one of our meetings. Chairman Stancil stated that he and Andrew met with them and the group is going to do some work on their legislation this summer and fall and maybe they can attend a meeting at the end of the year. Stacy Patton suggested that we reach out to the economic development groups such as the Georgia Department of Economic Development and the Georgia Chamber to see how they can assist to partner and get the word out that we are an asset to Georgia and to economic development, we are an asset to prospects that are coming to Georgia, we have hunting and fishing and wildlife, and that is a big deal to people who are relocating here. We could tie into their marketing.

Legislative Review

Kevin Clark stated that we would be working with the Legacy group over the summer. Chairman Stancil has met with them and the message is the same that let's recalibrate where we are at. There are a few minor changes to the legislation we would like to make, like adding the commissioner of agriculture and some minor recommendations that we have made. If we want to do something and we can get the administration's blessing, we can then incorporate them into the legislation. We need to get the Council's input on what strategically we want to do and how we get sustainable activities. Yes it is great to get grant dollars but you know how those come and then go. How do we get something that will fund itself and allow us to still make grants? There needs to be some conversations to get us to that point. Over the summer we will work with the Legacy group and if the Council is ready in October, we can bring that group in and let them go over what their thoughts are. Kevin stated that we need define our priorities, what are we looking at and how do we build something that will be sustainable but is not reliant on state appropriations. We need to think about things that will promote ways to accomplish what we want to do. We all have some ideas – we just need to see what they look like and identify what it is we really want to do. Hopefully when we get to the session all the groups will be on the same page and ready to work with the committees. Stacy Patton suggested that we get all the groups priority lists together so we can see as a group how goals may overlap with everyone. Then, we can have the messaging be clearer.

Middle Ocmulgee Conservation Initiative

Brian Adams and Chris Watson presented on their concept for the Ocmulgee coordior from Macon to Hawkinsville.

Emerging Issues

Chairman Stancil thanked John and Latrelle Bemby for hosting the meeting.

Adjournment

The meeting adjourned at 11:15 a.m.

Kim Yawn, Senior Executive Assistant

Kevin Clark, Executive Director